

TIPS JITU MARKETIN

Pertemuan ke- 3

nadasasmita@uny.ac.id

finance
product viral
promotion sale team
business internet
social media presentation
represent management price
**marketing
strategy**
strategy
recommendation
market innovation
advertising distribution
quality branding
design blogs place
growth store planning
manager



1. KENALI CUSTOMER



*How to Build
Relationship?*

1. **VIP CLUB**
2. **THE NEED FOR SPEED**

1. LIST IT

3. NAMES

2. IMPRESSION

4. BE OBSERVANT

2.

OBSERVASI MARKETING



PARTISIPATIF ATAU TIDAK ?

TERBUKA ATAU TERTUTUP ?

3. HALUS & EFISIEN

✓ GOOD
SERVICE

✓ WORD
OF MOUTH

✓ SURPRISE



4. TARGET IKLAN

REFRESH
YOUR
WORLD

EMOSIONAL + RASIONAL = NEED





How to Craft the Perfect Tagline for Your Business

psychologyforphotographers.com

SPEEDY
broadband access

Speed That You Can Trust

**KINI LEBIH SUPER CEPAT
PLUS KONTEN SUPER HEBAT**

Discount

50% + subsidi modem

Dengan kecepatan super, SPEEDY akan membawa anda menjelajah dunia maya lebih super cepat plus dapatkan konten super istimewa.



WHEN THE SHOES GET
LIGHTER
THE MOVES GET
TIGHTER.



Think different.



Pizza Hut
MAKE IT GREAT™



THE FLAVOR OF NOW.

EMOSIONAL + RASIONAL



INSTINCT IN YOUR OWN HANDS
SELECT & DOWNLOAD »



MURCIAOAN

THE HIGHEST SPEEDING CAR EVER DEVELOPED IS JUST ELECTRONICALLY OFF THE DRAWING

COUNTRY: USA, CANADA, COSTA RICA, DOMINICAN REPUBLIC, GERMANY, ITALY, JAPAN, SOUTH AFRICA, SWITZERLAND, UK

0123456789101112131415161718192021222324252627282930313233343536373839404142434445464748495051525354555657585960616263646566676869707172737475767778798081828384858687888990919293949596979899100

Once perfection is achieved, you can just double it.



ENERGY TO WIN

Help your child grow to be a champion using valuable information and tools with MILO!

Isi : 4 tablet @ 650 mg



OBAT GANTENG

gantengin®

JRG

Mengobati:

- Muka Pecah-Pecah
- Kurang Ganteng
- Minder
- Muka Gile
- Muka Jauh
- Mempertahankan Kegantengan



DEPKES RI NO.HP. 0811419290

PT BALIEM LABORATORIES Dok V Jayapura - Indonesia

JAHE - ROYAL JELLY - GINSENG - PINANG

Isi : 4 tablet maaf @ 100% ikhlas dan tulus!!



OBAT ANTI DENDAM

maapin®

jreng

Mengobati :

- Perasaan bersalah
- Kekeliruan
- Salah kata
- Membuat rujuk
- Salah paham
- Mempertahankan Silaturahmi



Dep Kes RI No. TR 9725822091

PT. DENTSU Interadmark Graha Niaga Lt 22 - Indonesia

Ketupat • Opor Ayam • Kacang Lebaran

Isi : 4 comment @ 650 mg pedas



OBAT BIKIN SAKIT HATI

Nyebelin®

JRG

Cocok untuk :

- berdebat sengit dengan menggunakan akal sehat yang nggak didasarkan pada logika
- membuat orang-orang kolot sakit jantung
- memanaskan hati



Dep. Kes. RI No. TR



000012051991-07014

Jika sakit berlanjut :
Maafin donk :)

JENGKEL • BAJIGUR • ASEM



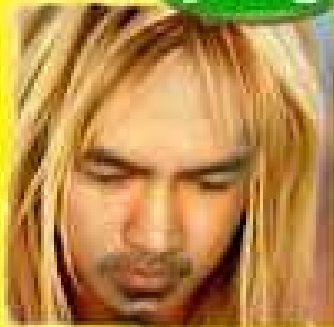
Obat Jago Nge Like

Endangin®

Jreng

Mengobati :

- + Sakit Hati
- + Sakit Jiwa
- + Status Galau
- + Nambah Jempol
- + Nambah Komen



100 Tablet
Sekali Minum

PartiQwe Twitter @endanginMaaf



OBAT MASUK ANGIN

Antangin®

JRG

Mengobati :

- Masuk angin
- Meriang
- Kembung & mual



2 Tablet
sekali minum

Dep. Kes. RI No. TR 972588981

Status • Foto • Komen

JAHE • ROYAL JELLY • GINSENG

NO
TAGLINE
EFFECT
????

5. CLEANess







6. HANDLING COMPLAINT





✓ **HOTLINE**

✓ **SERVICE/SUPPORT**



- ✓ **PATIENCE**
- ✓ **CLEAR COMMUNICATION**
- ✓ **KNOWLEDGE OF PRODUCT**
- ✓ **POSITIVE LANGUAGE**
- ✓ **ACTING SKILLS**
- ✓ **"READ" CUSTOMER**
- ✓ **CALMING PRESENCE**





7. PRICES



✓ PELANGGAN

✓ PESAING

✓ BIAYA

✓ KEMANFAAT USAHA



**DISKON GANDA
SAMBUT HARI RAYA**



**MIDNIGHT
Spesial Lebaran Sale**

Berlaku tanggal 27-28 Agustus 2010. Buka hingga Pkl. 24.00

*Puas Belanja
Sepanjang Hari,
Nikmati Bonusnya
di Malam
Hari!*